

REQUEST FOR APPLICATIONS (RFA 04-35819)

**CANCER DETECTION SECTION
BREAST AND CERVICAL CANCER SCREENING PROGRAMS
CONSUMER 800 NUMBER
INFORMATION AND REFERRAL SERVICE**

December 1, 2004



*Cancer Detection Programs:
Every Woman Counts*

CALIFORNIA DEPARTMENT OF HEALTH SERVICES
Cancer Detection Section
MS-7203
P.O. Box 997413
Sacramento, CA 95899-7413

Consumer 800 Number
Request for Applications
RFA 04-35819

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REQUIRED ATTACHMENTS

<u>Attachment #</u>	<u>Attachment Name</u>
Attachment 1	<u>Application Cover Page</u>
Attachment 2	<u>Application Checklist</u>
Attachment 3	<u>Business Information Sheet</u>
Attachment 4	<u>CCC 304 - Certification</u>
Attachment 5	<u>Payee Data Record</u>
Attachment 6	<u>RFA Clause Certification</u>
Attachment 7	<u>Mandatory Letter of Intent</u>
Attachment 8	<u>Conflict of Interest Compliance Certificate</u>

SAMPLE CONTRACT FORMS / EXHIBITS

<u>Exhibit #</u>	<u>Exhibit Name</u>
Exhibit A	<u>Exhibit B - Budget Detail and Payment Provisions</u>
Exhibit B – View on- line.	General Terms and Conditions (GTC 304). View or download this exhibit at this Internet site: <u>http://www.documents.dgs.ca.gov/ols/GTC-304.doc</u>
Exhibit C	<u>Contractor's Release</u>
Exhibit D(S)	<u>Special Terms and Conditions</u>
Exhibit E	<u>Travel Reimbursement Information</u>
Exhibit F	<u>Health Insurance Portability and Accountability Act Business Associate Addendum</u>
Exhibit G	<u>Sample Scope of Work</u>
Exhibit H	<u>Sample 8-Line Item Budget</u>
Exhibit I	<u>Sample Additional Detail Budget</u>
Exhibit J	<u>Sample Budget Justification</u>

PROGRAM APPENDICES

<u>Appendix #</u>	<u>Appendix Name</u>
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Appendix I	<u>Data Dictionary – Sample</u>
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Appendix II	<u>Call Record Form Script – Sample</u>
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Appendix III	<u>Follow-up Contact Script – Sample</u>
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Appendix IV	<u>Monthly Report Statistical Summary – Sample</u>
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Appendix V	<u>Comparable State Civil Service Personnel</u>
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I. INTRODUCTION

A. Purpose

The California Department of Health Services (DHS), Cancer Detection Section (CDS), is inviting applications from qualified Applicants to provide breast and cervical cancer information and screening referral services to California consumers via an existing 1-800 number.

B. Background

1. Breast Cancer Early Detection

Every 24 minutes, a California woman is diagnosed with breast cancer. Breast cancer is the most commonly diagnosed cancer in women and for women in California age 65 and younger, it is the second leading cause of cancer deaths. According to the American Cancer Society's California Cancer Facts and Figures, 2004, over 22,000 California women will be diagnosed with breast cancer this year alone and over 4,000 will die from the disease. The incidence and risk of death varies by ethnicity/race and age. Nearly 80% of all breast cancers are diagnosed in women age 50 and older. While breast cancer mortality has declined by 20% for African American women, these women still carry a disproportionate burden of all breast cancer deaths.

One (1) in three (3) breast cancer deaths in women age 50 and older can be prevented with annual screening mammograms. The most significant disparities in breast cancer screening are found between women with and women without health insurance (public or private). Less than a third (30.2%) of uninsured California women age 40 and older had a mammogram within the last year, compared to 64% of insured women.

The good news, according to the federal Centers for Disease Control and Prevention (CDC), is that the rate of late-stage cancer is declining due to increased awareness and low cost or free screening programs such as the California Department of Health Services' *Cancer Detection Programs: Every Woman Counts (CDP:EWC)* and more health insurance plans covering mammograms.

2. DHS - CDS Breast and Cervical Cancer Efforts

Since 1991, CDS has provided breast and cervical cancer screening and diagnostic services to women. These services are provided free to women who qualify, thanks to the Breast and Cervical Cancer Mortality Prevention Act of 1990 (Public Law 101-354) and the California Breast Cancer Act of 1993. *CDP:EWC* is funded both federally by the CDC and by state funds from 50 percent of revenues collected from a 2-cent tax on tobacco products, mandated by the California Breast Cancer Act of 1993. Currently, the Consumer 800 Number operates through funding by the State, with additional money provided by the Federal Government (CDC) to expand information and referral services for cervical cancer. Funding for the provision of cervical cancer information and referral services is pending for FY2005-06.

The mission of *CDP:EWC* is to save women's lives by preventing and reducing the devastating effects of breast and cervical cancer for all Californians through early detection, diagnosis and entry into treatment services. With a special emphasis on reaching medically underserved women, *CDP:EWC* uses an effective multi-faceted, scientifically based approach to detect cancer early when it is most treatable.

Program components include: public education and outreach, professional education, research, evaluation and surveillance, screening services via a statewide clinical provider network, quality assurance and improvement activities, regional cancer detection partnerships, and the California Breast and Cervical Cancer Advisory Council. To learn more about CDS' multi-faceted approaches through local and state efforts, please visit the CDS website: www.dhs.ca.gov/cancerdetection.

Nearly 930,000 clinical breast exams and 839,000 mammograms services have been provided by CDS since program inception. From July 2002 to June 2003, 178,254 women were screened for breast cancer. It is estimated that CDS will serve an even greater number of women in years to come. However, even this large number of women served represents only about 18 percent of the total eligible population. While this disparity is primarily funding related, clearly, more needs to be done to reach out and motivate women to get a yearly breast cancer screening.

Much research exists on potential barriers for women, including ethnic and cultural issues and a lack of health insurance. This research is particularly disturbing given that regular screening – a yearly clinical breast exam and mammogram – is the key to early detection of breast cancer. When detected early, there is a 95% chance of survival (five year).

C. Statewide Consumer 800 Number

The *CDP:EWC* Consumer 800 Number (1-800-511-2300) provides critical patient education, provider referral, navigation and complaint resolution services to medically underserved women seeking lifesaving breast and cervical cancer screening. Currently, without appreciable outside promotion, 800 Number calls average between 1,500 and 2,000 calls per month, with nearly half of those needing service in languages other than English. Callers represent both those making their first inquiry and also repeat contacts from the many thousands of women already in the *CDP:EWC* system.

Additionally, the *CDP:EWC* Consumer 800 Number also serves as a central point of contact for the programs' nearly 1,200 Primary Care Providers in relation to patient enrollment. *CDP:EWC* target populations include women over 50 especially African American and Asian/Pacific Islander women, as well as other priority populations. Previous campaigns have also been very successful in attracting Latina women to breast cancer screening. Participant data is routinely evaluated to identify underserved populations and marketing strategies are implemented as appropriate.

The Consumer 800 Number is the only number of its kind in the nation to offer services in six languages. Operating Monday – Friday, 9:00 am-7:00 pm, calls are answered by live operators in English, Spanish, Mandarin, Cantonese, Korean and Vietnamese. Additionally, hearing impaired callers are connected to TTY services. Currently, calls during non-operating hours receive a recording directing them to call during operating hours.

Consumers in record numbers call the 800 Number seeking breast and cervical cancer information and referral to *CDP:EWC* providers. Call volume increased from 16,752 in FY 2002-03 to 24,778 in FY 2003-04, representing a 148% increase. Of the calls received by the Consumer 800 Number in 2003-2004, 13,074 (52.7%) were determined to be pre-qualified for eligibility. In 2003-2004, 47% of the incoming calls made to the Consumer 800 Number were non-English calls: 37% Spanish, 3% Mandarin, 1% Cantonese, 3% Vietnamese, and 3% Korean. Overall, this is a 10% increase in non-English calls from the previous year (FY 2002-03).

Consumer 800 Number operators are trained to follow a specified script and protocol when speaking with each caller. Each caller is asked several demographic-related questions (age, race, ethnicity, etc.), and how they heard about the Consumer 800 Number. Then callers are asked a series of questions to determine potential program eligibility. If a caller is pre-qualified as eligible, operators complete and mail an application to the caller, also with providing a list of three CDS primary care providers in the callers' geographic area. Clients are tracked through telephone follow-up, two weeks after their initial call. Follow-up information asked by the operator includes: 1) did the client make an appointment, and if so, was she screened, 2) questions related to caller satisfaction with the Consumer 800 Number, and 3) satisfaction received from providers if applicable.

D. Target Audiences

Women in California are eligible for screening services if their income is at or below 200% of the federal poverty level, if they have no other insurance coverage or a high deductible or co-payment, and are age 40 and older. (Some women ages 25-40 may be eligible for cervical cancer screening.) Women are not eligible for *CDP:EWC* services if they are covered by Medi-Cal or if they are eligible to obtain services through other sources such as the California Department of Health Services Office of Family Planning. Program marketing strategies are concentrated to target women aged 50 and over.

CDP:EWC eligible women, particularly women under age 65, comprise a significant segment of the population considered medically indigent. These women are likely to be ineligible for Medi-Cal, are too young to obtain Medicare, and are no longer eligible for public primary care services such as family planning or maternal health services.

E. RFA Forms

All documents related to this RFA can be downloaded from the CDS website www.dhs.ca.gov/cancerdetection. This includes, but is not limited to:

1. RFA document
2. Forms
3. Appendices
4. Exhibits
5. Attachments
6. Supplemental background materials (charts, graphs, etc.)
7. Addenda, if necessary
8. CDS responses to Applicant questions
9. Awarded Contract Announcement

It is recommended that all Applicants visit the CDS website on a regular basis. If an applicant is unable to or does not have internet access available to view this website, please contact Pam Saunders at (916) 449-5324.

II. GENERAL APPLICATION INFORMATION

A. Contract Period and Funding Levels

1. Scope of Funding

The maximum amount of funding anticipated to be available is \$620,000 per year for five fiscal years, making the total amount of the award up to \$3,100,000. The funding is subject to the availability of funds for each fiscal year, pursuant to the passage of the State budget.

Additional money funded by the CDC may become available to continue with the expansion of cervical information and referral services through the Consumer 800 Number. If such funds do become available, the Contractor's budget and scope of work will be amended to reflect additional funding.

2. Funding Period

The contract period is anticipated to be from July 1, 2005 through June 30, 2010. This period is separated into five State fiscal years as follows:

Year 01 (July 1, 2005 – June 30, 2006)

Year 02 (July 1, 2006 – June 30, 2007)

Year 03 (July 1, 2007 – June 30, 2008)

Year 04 (July 1, 2008 – June 30, 2009)

Year 05 (July 1, 2009 – June 30, 2010)

3. Agreement Term

The term of a resulting agreement is expected to be 60 months and is anticipated to be effective from July 1, 2005 through June 30, 2010. The agreement term may change if DHS makes the awards earlier than expected or if DHS cannot execute agreements in a timely manner due to unforeseen delays.

The resulting agreement will be of no force or effect until it is signed by both parties and approved by the Department of General Services, if required, and will be subject to funding availability. The Contractor is hereby advised not to commence performance until all approvals have been obtained. Should performance commence before all approvals are obtained, said services may be considered to have been volunteered.

B. Eligibility Criteria

1. Eligible Applicants

The following entities and organizations may apply for funding:

- a. Units of local government agencies including, but not limited to cities, counties, and other government bodies or special districts.
- b. State/public colleges or universities also known as institutions of higher education.
- c. Public and/or private nonprofit organizations classified as 501(c)(3) tax exempt under the Internal Revenue Code.

- d. Commercial businesses operating on a for-profit basis.

2. Ineligible Applicants

The following entities and organizations may not apply for funding:

- a. Organizations that have been deemed ineligible for California contracts or grants by the Department of Fair Employment and Housing due to a failure to comply with California's nondiscrimination laws and reporting requirements.
- b. Organizations that have been debarred or decertified from contracting by the federal government.
- c. Organizations that support or promote sectarian beliefs related to the doctrine of any religious group.

C. Application Submission Requirements

1. Mandatory Letter of Intent

a. General information

Prospective Applicants are **required** to indicate their intention to submit an application. Failure to submit the mandatory Letter of Intent will result in application rejection. The mandatory Letter of Intent is not binding and prospective Applicants are not required to submit an application merely because a Letter of Intent is submitted. **Use the Letter of Intent (Attachment 7) for this purpose.**

b. Submitting a Letter of Intent

Regardless of delivery method, the mandatory Letter of Intent must be received by CDS by **4:00 p.m. on Wednesday, December 15, 2004**. Submit the Letter of Intent using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Letter of Intent RFA 04-35819 Department of Health Services Cancer Detection Section Pam Saunders 1616 Capitol Avenue, Suite 74.421, MS-7203 P.O. Box 997413 Sacramento, CA 95899-7413	Letter of Intent RFA 04-35819 Department of Health Services Cancer Detection Section Pam Saunders Fax: (916) 449-5310

Applicants transmitting a Letter of Intent by fax are responsible for confirming the receipt of the faxed Letter of Intent by the stated deadline. Call Pam Saunders at (916) 449-5324 to confirm receipt of faxed transmissions.

2. Questions

a. Notification Process

Immediately notify DHS if you need clarification about the services sought or have questions about the RFA instructions or requirements. Put your questions in writing and transmit them to DHS as instructed below. At its discretion, DHS

reserves the right to contact an inquirer to seek clarification of any inquiry received.

Applicants that fail to report a known or suspected problem with this RFA or fail to seek clarification and/or correction of this RFA shall submit an application at their own risk.

Following the question submission deadline, DHS will post responses on the CDS website: <http://www.dhs.ca.gov/cancerdetection>. If the response to an inquiry is determined to only be of value to the inquirer, DHS will only transmit the question and response to that organization. To the extent practical, inquiries shall remain as submitted. However, DHS may at its discretion, consolidate and/or paraphrase similar or related inquiries.

b. What to include in an inquiry

Your name, name of your organization, mailing address, area code and telephone number, fax number and email address (if applicable). A description of the subject or issue in question or RFA discrepancy found. A section, page number or other information useful in identifying the specific problem or issue in question. Remedy sought, if any.

c. Question deadline

Regardless of delivery method, written inquiries must be received by CDS no later than **4:00 p.m. on Wednesday, December 15, 2004**. Errors in the RFA or its instructions may be reported up to the application submission date. CDS will accept only written or faxed inquiries received by **4:00 p.m. on Wednesday, December 15, 2004**. No email inquiries will be accepted.

d. How to submit questions

Submit inquiries using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Questions RFA 04-35819 Department of Health Services Cancer Detection Section Pam Saunders 1616 Capitol Avenue, Suite 74-421 MS 7203 P.O. Box 997413 Sacramento, CA 95899-7413	Questions RFA 04-35819 Department of Health Services Cancer Detection Section Pam Saunders Fax: (916) 449-5310

Applicants submitting inquiries by fax are responsible for confirming the receipt of all faxed materials by the question deadline.

Call Pam Saunders at (916) 449-5324 to confirm faxed transmissions.

e. Applicant warning

DHS' internal processing of U.S. mail may add 48 hours or more to the delivery time. If questions are mailed, consider using certified or registered mail and request a receipt upon delivery.

If you choose hand delivery, allow sufficient time to locate on-street metered parking and to sign-in at the security desk. Be prepared to give security personnel this telephone number (916) 449-5324 and this DHS personnel contact name, Pam Saunders, if detained at the security desk.

D. Application Review Process

1. General instructions

- a. Develop applications by following all RFA instructions and/or clarifications issued by DHS in the form of question and answer notices, clarification notices, or RFA addenda.
- b. Before submitting your application, seek timely written clarification of any requirements or instructions that you believe to be vague, unclear or that you do not fully understand.
- c. Arrange for the timely delivery of your application package(s) to the address specified in this RFA. Do not wait until shortly before the deadline to submit your application.

2. Format requirements

- a. Assemble one (1) original and eleven (11) copies of your Application together. Place the Application set marked "Original" on top, followed by the eleven (11) extra copies.
- b. Each application set should be complete with a copy of all applicable attachments and documentation.
- c. Format the narrative portion of the application as follows:
 - 1) Use one-inch (1") margins at the top, bottom, and both sides.
 - 2) Use a font size of not less than 11 points.
 - 3) Print pages single-sided on white paper.
 - 4) Sequentially paginate the pages in each application section, excluding the Forms Section and Appendix Section.
- d. Bind or staple each application set in the upper left-hand corner in a way that enables easy page removal. Loose leaf or three-ring binders will not be accepted.
- e. All RFA attachments that require a signature must be signed in ink, in a color other than black.
 - 1) Have a person who is authorized to bind the Applicant sign each RFA attachment that requires a signature. Signature stamps are not acceptable.
 - 2) Place the originally signed attachments in the application set marked "Original".
 - 3) The RFA attachments and other documentation placed in the extra application sets may reflect photocopied signatures.
- f. Place all Application copies in a single envelope or package, if possible. Seal the envelope or package.

- g. If you submit more than one envelope or package, carefully label each one as instructed below and mark on the outside of each envelope package "1 of X", "2 of X", etc.
- h. Mail or arrange for hand delivery of your application to the Department of Health Services, Cancer Detection Section. Applications may not be transmitted electronically by fax or email.
- i. The Cancer Detection Section must receive your Application, regardless of postmark or method of delivery, by **4:00 p.m. on Friday, January 14, 2005**. Late applications will not be reviewed or scored.

Label and submit your Application using one of the following methods.

Hand Delivery or Overnight Express:	U.S. Mail:
Application - RFA 04-35819 Department of Health Services Cancer Detection Section 1616 Capitol Avenue, Suite 74-421 MS-7203 Sacramento, CA 95814-5052	Application - RFA 04-35819 Department of Health Services Cancer Detection Section P.O. Box 997413, MS Code 7203 Sacramento, CA 95899-7413

Applicant warning:

The internal processing of U.S. mail at DHS may add 48 hours or more to the delivery time. If you mail your Application, consider using certified or registered mail and request a receipt upon delivery.

If you choose hand delivery, allow sufficient time to locate on street metered parking and to sign-in at the security desk. Be prepared to give security personnel this telephone number (916) 449-5324 and this DHS personnel contact name, Pam Saunders, if detained at the security desk.

3. Proof of timely receipt

DHS staff will log and attach a date/time stamped slip or bid receipt to each application package/envelope timely received. If an application envelope or package is hand delivered, DHS staff will give a bid receipt to the hand carrier upon request.

To be timely, DHS' personnel must physically receive each application at the stated delivery address no later than 4:00 p.m. on the application submission due date. Neither delivery to the department's mailroom or a U.S. postmark will serve as proof of timely delivery. DHS will deem late applications nonresponsive.

4. Application costs

Applicants are responsible for all costs of developing and submitting an application. Such costs cannot be charged to DHS or included in any cost element of an Applicant's proposed budget.

5. Reasonable Accommodations

For individuals with disabilities, DHS will provide alternate formats of this RFA, RFA Addenda, or other Administrative Notices. To request copies of written materials in an alternative format, please call the number below to arrange for reasonable accommodations.

Pam Saunders
Cancer Detection Section
(916) 449-5324
(TTY) California Relay telephone number 711-1-800-735-2929

Note: The range of assistive services available may be limited if requestors cannot allow ten or more State working days prior to date the alternate format material is needed.

6. Application Review Process

a. Procurement Requirements and Information

1) Nonresponsive applications

In addition to any condition previously indicated in this RFA, the following occurrences may cause DHS to deem an application nonresponsive.

- a) Failure of an Applicant to:
 - i. Meet Application format/content or submission requirements including, but not limited to, the sealing, labeling, packaging and/or timely and proper delivery of applications.
 - ii. Pass the Application Checklist review (i.e., by not marking “Yes” to applicable items or by not appropriately justifying, to DHS’ satisfaction, all “N/A” designations).
 - iii. Submit a **mandatory** Letter of Intent in the manner required.
 - iv. Submit a **mandatory** Conflict of Interest Compliance Certificate in the manner required.
- b) If an Applicant submits an application that is materially incomplete or contains material defects, alterations or irregularities of any kind.
- c) If an Applicant supplies false, inaccurate or misleading information or falsely certifies compliance on any RFA attachment.
- d) DHS discovers, at any stage of the selection process or upon contract award, that the Applicant is unwilling or unable to comply with the contractual terms, conditions and exhibits cited in this RFA or the resulting agreement.
- e) If other irregularities occur in an Application response that are not specifically addressed herein.

b. Withdrawal and/or Resubmission of Applications

1) Withdrawal deadlines

An Applicant may withdraw an application at any time before the submission deadline.

2) Submitting a withdrawal request:

- a) Submit a written withdrawal request, signed by an authorized representative of the Applicant.
- b) Label and submit the withdrawal request using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Withdrawal RFA 04-35819 Department of Health Services Cancer Detection Section 1616 Capitol Avenue, Suite 74.421, MS-7203 P.O. Box 997413 Sacramento, CA 95899-7413	Withdrawal RFA 04-35819 Department of Health Services Cancer Detection Section Fax: (916) 449-5310

- c) For faxed withdrawal requests: Applicants must call (916) 449-5324 to confirm receipt of a faxed withdrawal request. Follow-up the faxed request by mailing or delivering the signed original withdrawal request within 24 hours after submitting a faxed request.

An originally signed withdrawal request is required before DHS will return an application to an Applicant. DHS may grant an exception if the Applicant informs DHS that a new or replacement application will immediately follow the withdrawal.

c. Resubmitting an application

After withdrawing an application, Applicants may resubmit a new application according to the application submission instructions. Replacement applications must be received at the stated place of delivery by the application due date and time.

d. Evaluation and Selection

A multiple stage evaluation process will be used to review and/or score applications. CDS may reject any application found to be nonresponsive at any stage of evaluation.

Applications that are late (received by CDS after 4:00 p.m. on Friday January 14, 2005) or are missing any items listed in the Application Checklist will not be reviewed for funding. CDS reserves the right to fund none of the applications submitted.

1) Stage 1 – Application Checklist review

- a) Shortly after the application submission deadline, DHS staff will convene to review each application for timeliness, completeness and initial responsiveness to the RFA requirements. This is a pass/fail evaluation.
- b) In this review stage, DHS will compare the contents of each Application to the claims made by the Applicant on the Application Checklist to determine if the Applicant's claims are accurate.
- c) If deemed necessary, DHS may collect additional documentation (i.e., missing forms, missing data from RFA attachments, missing signatures, etc.) from an Applicant to confirm the claims made on the Application Checklist and to ensure that the Application is initially responsive to the RFA requirements.

- d) If an Applicant's claims on the Application Checklist cannot be proven or substantiated, the Application may be deemed nonresponsive and rejected from further consideration.

2) Stage 2 – Application evaluation/scoring

- a) Applications that are timely and appear to meet basic format requirements, initial competition requirements and contain the required documentation, as evidenced by passing the Stage 1 review, will be submitted to a rating committee.

Raters will individually and/or as a team review, evaluate and numerically score applications based on the Application's adequacy, thoroughness, and the degree to which it complies with the RFA requirements.

- b) DHS will use the following scoring system to assign points. Following this chart is a list of considerations that raters may take into account when assigning individual points to an application.

Points	Interpretation	General basis for point assignment
0	Inadequate	Application response (i.e., content and/or explanation offered) is inadequate or does not meet DHS' needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
1	Barely Adequate	Application response (i.e., content and/or explanation offered) is barely adequate or barely meets DHS' needs/requirements or expectations. The omission(s), flaw(s), or defect(s), are inconsequential and acceptable.
2	Fully Adequate	Application response (i.e., content and/or explanation offered) is fully adequate or fully meets DHS' needs/requirements or expectations. The omission(s), flaw(s), or defect(s), if any, are inconsequential and acceptable.
3	Excellent or Outstanding	Application response (i.e., content and/or explanation offered) is above average or exceeds DHS' needs/requirements or expectations. Minimal weaknesses are acceptable. Applicant offers one or more enhancing feature, method or approach that will enable performance to exceed our basic expectations.

- c) In assigning points for individual rating factors, raters may consider issues including, but not limited to, the extent to which an application response:
- i. Is lacking information, lacking depth or breadth, or lacking significant facts and/or details, and/or
 - ii. Is fully developed, comprehensive and has few if any weaknesses, defects or deficiencies, and/or
 - iii. Demonstrates that the Applicant understands CDS' needs, the services sought, and/or the contractor's responsibilities, and/or
 - iv. Illustrates the Applicant's capability to perform all services and meet all scope of work requirements, and/or
 - v. If implemented, will contribute to the achievement of CDS' goals and objectives, and/or
 - vi. Demonstrates the Applicant's capacity, capability and/or commitment to exceed regular service needs (i.e. enhanced features, approaches, or methods, creative or innovative business solutions).
- d) Below are the weight values for each rating category that will be scored.

Applications will be scored on a scale of 0 to 141points, as follows:

<u>Rating Category</u>	<u>Max Points</u>	X	<u>Weight</u>	=	<u>Total</u>
Executive Summary	3	X	.5		1.5
Eligibility and Demonstrated Results	45	X	2.0		90
Scope of Work	9	X	2.0		18
Budget, Additional Budget Detail, Budget Justification	18	X	1.5		27
Letters of Recommendation and References	3	X	.5		1.5
Attachments	3	X	1.0		3
			Grand Total		141

DHS will consider an Application technically deficient and nonresponsive if the application earns a score that is less than 98 points. Nonresponsive Applications will not be funded.

7. Awards and Appeals

a. Awards

- 1) Awards, if made, will be to the responsive Applicant deemed qualified and eligible for funding by DHS.

- 2) All Applicants may view the web posting to learn which organizations were or were not funded. Award notices will be posted at the following website address: www.dhs.ca.gov/cancerdetection
- 3) DHS will mail a copy of the Award Notice listing to all firms that submitted an application.
- 4) DHS will confirm all awards with the Applicant selected for funding after the appeal deadline or if no appeals are received. DHS personnel may confirm an award verbally or in writing. An appeal filed by any Applicant shall not delay awards to other Applicants.
- 5) Applicants not selected for funding will be notified of funding denial and supplied with an explanation or the reasons that the application was not chosen for funding.

b. Proposed Award Schedule

Below is the tentative award schedule for this procurement. All Applicants are advised of the following schedule and will be expected to adhere to the required dates and times.

Event	Date	Time (If applicable)
RFA Released	Wednesday, December 1, 2004	
Applicant Questions Due	Wednesday, December 15, 2004	4:00 p.m.
Mandatory Letter of Intent Due	Wednesday, December 15, 2004 See Attachment 7	4:00 p.m.
Applications Due	Friday, January 14, 2005	4:00 p.m.
Award Notices Posted/Issued	Tuesday, March 1, 2005	
Appeals Due	Tuesday, March 8, 2005	5:00 p.m.
Decisions on Appeals (if necessary)	Wednesday, March 30, 2005	
Proposed Agreement Start Date	Friday, July 1, 2005	

c. Appeals

1) Who can appeal

Only non-funded Applicants that submit a timely application that complies with the RFA instructions may file an appeal.

2) Grounds for appeal

Appeals are limited to the grounds that DHS failed to correctly apply the standards for reviewing applications in accordance with this RFA.

Applicants may not appeal solely on the basis of funding level. There is no appeal process for late or substantially incomplete applications.

The receipt of an appeal by one Applicant shall not hinder or delay an award to another Applicant.

3) Appeal content

The written appeal must fully identify the issue(s) in dispute, the practice that the appellant believes DHS has improperly applied in making its award decision, the legal authority or other basis for the appellant's position, and the remedy sought.

4) Submitting an appeal

Written letters appealing DHS' final award selection must be received by CDS no later than **4:00 p.m. on Tuesday, March 8, 2005.**

Hand deliver, mail, or fax your appeal to the address below. Label, address, and submit a letter of appeal using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:

Appeal to RFA 04-35819

Donald O. Lyman, M.D., Chief
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Appeal to RFA 04-35819

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For faxed appeals

Call the following telephone number to confirm receipt of your fax transmission:

Department of Health Services: (916) 449-5700

5) Appeal process

Only timely and complete appeals that comply with the instructions herein may be considered. At its sole discretion, DHS reserves the right to collect additional facts or information to aid in the resolution of any appeal.

The Chief of the Division of Chronic Disease and Injury Control or his designee shall review each timely and complete appeal and may resolve the appeal by either considering the contents of the written appeal letter or, at his/her discretion, by holding an oral appeal hearing.

The decision of the hearing officer shall be final and there will be no further administrative appeal.

Appellants will be notified of the decisions regarding their appeal in writing within fifteen (15) working days of the hearing date or the consideration of the written appeal letter, if no hearing is conducted.

6) Disposition of Applications

- a) All materials submitted in response to this RFA will become the property of the Department of Health Services and, as such, are subject to the Public Records Act (GC Section 6250, et seq.). DHS will disregard any language purporting to render all or portions of any application confidential.
- b) Applications are public records upon the opening. However, the contents of all applications, draft RFAs, correspondence, agenda, memoranda, working papers, or any other medium, which discloses any aspect of an Applicant's application, shall be held in the strictest confidence until an award is made. DHS shall hold the content of all working papers and discussions relating to an application confidential indefinitely, unless the public's interest is best served by disclosure because of its pertinence to a decision, agreement, or the evaluation of an application. An Applicant's disclosure of this subject is a basis for rejecting an application and ruling the Applicant ineligible to participate further in the procurement process.

7) Inspecting or obtaining copies of applications

- a) Who can inspect or copy application materials:

Any person or member of the public can inspect or obtain copies of any application materials.

- b) What can be inspected / copied and when

- i. After DHS releases the RFA, any existing Applicants List (i.e., list of firms to whom the RFA is sent) is considered a public record and will be available for inspection or copying.
- ii. On or after the date DHS posts/issues Award Notices, all applications, letters of intent, checklists and/or scoring/evaluation sheets become public records. These records shall be available for review, inspection and copying during normal business hours.

- c) Inspecting or obtaining copies of application materials

Persons wishing to view or inspect any application or award related materials must identify the items they wish to inspect and must make an inspection appointment by contacting: Pam Saunders at (916) 449-5324.

Persons wishing to obtain copies of application materials may visit DHS or mail a written request to the DHS office identified below. The requestor must identify the items they wish to have copied. Materials will not be released from State premises for the purposes of making copies.

Unless waived by DHS, a check covering copying and/or mailing costs must accompany the request. Persons wishing to make copies may be charged at a rate of ten cents per page. DHS will fulfill all copy requests as promptly as possible. Submit copy requests as follows:

Request for Copies - RFA 04-35819

Department of Health Services
Cancer Detection Section
Pam Saunders
1616 Capitol Avenue, Suite 74-421
P.O. Box 997413
Sacramento, CA 95899-7413

8. Verification of Applicant information

By submitting an application, Applicants agree to authorize DHS to:

- a. Verify any and all claims made by the Applicant including, but not limited to verification of prior experience and the possession of other competition requirements, and
- b. Check any reference identified by an Applicant or other resources known by the State to confirm the Applicant's business integrity and history of providing effective, efficient and timely services.

E. DHS rights

In addition to the rights discussed elsewhere in this RFA, DHS reserves the following rights.

1. RFA clarification / correction / alteration

DHS reserves the right to do any of the following up to the application submission deadline:

- a. Modify any date or deadline appearing in this RFA or the RFA Time Schedule.
- b. Issue clarification notices, addenda, alternate RFA instructions, forms, etc.
- c. Waive any RFA requirement or instruction for all Applicants if DHS determines that a requirement or instruction was unnecessary, erroneous or unreasonable. If deemed necessary by DHS, DHS may also waive any RFA requirement or instruction after the application submission deadline.
- d. Allow Applicants to submit questions about any RFA change, correction, or addenda. When DHS allows such questions, specific instructions will appear in the cover letter accompanying the document.

To reduce State costs of mailing procurement corrections to persons and entities, DHS will post clarification notices and/or RFA addenda on the website:

www.dhs.ca.gov/cancerdetection

If DHS decides, just before or on the application due date, to extend the submission deadline, DHS may choose to notify persons or entities who submitted a timely mandatory Letter of Intent of the extension by fax or by telephone. DHS will follow-up any verbal notice in writing by fax or by mail.

2. Insufficient responsive applications / additional awards / altered awards

If in DHS' opinion, the state's interests will be better served, DHS reserves the right at its sole discretion to take any of the actions described below. These actions may be initiated at the onset of various events including but not limited to a determination that an insufficient number of applications are responsive, additional funding is identified, anticipated funding decreases, geographic service coverage is insufficient, Applicant funding needs exceed available funding, etc.

- a. Offer agreement modifications or amendments to funded organizations for increased or decreased services and/or increased/decreased funding following successful negotiations;
- b. Open an additional application acceptance period to invite additional interested organizations to submit applications for funding;
- c. Conduct a focused RFA process to solicit additional applications;
- d. Extend the agreement term and level of funding appropriately to cover the period of extension;
- e. Negotiate budgets and scopes of work or work plans and not award an agreement if changes cannot be mutually agreed upon.

3. Collecting Information from Applicants

- a. If deemed necessary, DHS may request an Applicant to submit additional documentation or clarifying information during or after the Application review and evaluation process. DHS will advise the Applicants orally, by fax, in writing, or other method of the required documentation/information and the time line for submitting the documentation/information. DHS will follow-up oral instructions in writing by fax, email, or regular mail. Failure to submit the required documentation/information by the date and time indicated may result in a decreased application score or cause DHS to deem an application nonresponsive.
- b. DHS, at its sole discretion, reserves the right to collect, by mail, fax, email, or other method; the following omitted documentation and/or additional information.
 - 1) Signed copies of any form submitted without a signature.
 - 2) Data or documentation omitted from any submitted RFA attachment/form.
 - 3) Information/material needed to clarify or confirm certifications or claims made by an Applicant.
 - 4) Information/material or form needed to correct or remedy an immaterial defect in an Application.
- c. The collection/review of Applicant documentation may cause DHS to extend the date for posting/issuing Award Notice(s). If DHS changes the Award Notice posting/issuance date, DHS will advise the Applicants of the alternate date via the following address: www.dhs.ca.gov/cancerdetection

4. Immaterial application defects

- a. DHS may waive any immaterial defect in any Application and allow the Applicant to remedy those defects. DHS reserves the right to use its best judgment to determine what constitutes an immaterial deviation or defect.

- b. DHS' waiver of an immaterial defect in an Application shall in no way modify this RFA or excuse an Applicant from full compliance with all procurement requirements.

5. Correction of clerical or mathematical errors

- a. DHS reserves the right, at its sole discretion, to overlook, correct or require an Applicant to remedy any obvious clerical or mathematical errors occurring in the narrative portion of an application or on a Budget Attachment or other form.
- b. If the correction of a mathematical error results in an increase or decrease in the total amount of funding sought, DHS shall give the Applicant the option to accept the corrected amount or withdraw their application.
- c. Applicants may be required to initial corrections to costs and dollar figures on any Budget Attachment or form if the correction results in an alteration of the annual costs or total funds sought.
- d. If a mathematical error occurs in a total or extended price and a unit price is present, DHS will use the unit price to settle the discrepancy.

6. Right to remedy errors

DHS reserves the right to remedy errors caused by:

- a. DHS office equipment malfunctions or negligence by agency staff,
- b. Natural disasters (i.e., floods, fires, earthquakes, etc.).

7. No contract award or RFA cancellation

The issuance of this RFA does not constitute a commitment by DHS to make any award. DHS reserves the right to reject all applications and to cancel this RFA if it is in the best interests of DHS to do so.

8. Agreement amendments after award

DHS reserves the right to amend any agreement resulting from this RFA.

9. Staffing changes after award

DHS reserves the right to approve or disapprove changes in key personnel that occur after awards are made.

III. ADMINISTRATIVE AND PROGRAM EXPECTATIONS

A. Expectations of Administrative and Service Capability

Applicants must have the qualifications, competency, experience, technical and financial resources, and business integrity to carry out the work as stated. CDS will strongly consider proposals that demonstrate 1) the quality, feasibility, and experience operating a Consumer 800 Number, 2) the ability to maintain and expand language and hours of operation, as needed, and 3) the ability to expand services to include cervical cancer information and referral (pending additional funding allocation). Knowledge and experience with California health care will also be strongly considered.

- 1. Applicant must have adequate financial resources to cover approximately four (4) to six (6) months of delayed payments.

2. Contractor must ensure database compatibility with CDS-specified systems and data requests. Currently, CDS operates through a centrally managed relational database management system (RDBMS) which is Microsoft SQL-Server. Files that CDS receives must be Open Database Connectivity (ODBC) compliant and in a format that can be imported into SQL-Server.
3. Contractor will create necessary electronic forms to capture and provide data intake information to CDS on a weekly, monthly and yearly basis.
4. Contractor will be required to submit weekly, monthly and yearly reports, determined by CDS, in both electronic and hardcopy format. All reports must reflect accurate data collected, tracked and recorded through the Contractor's database system. Contractor may be required to add special report forms and/or data capture systems as needed to respond to changes as instructed by CDS.
5. During heightened campaign marketing periods throughout each fiscal year, the Contractor may be required to develop specialized reports, on a timely basis, as determined by CDS.
6. Contractor (contact person or call center supervisor) shall meet with the designated CDS contract manager on a regular basis, determined by CDS, in order to review reports, timelines, action items and to set timeframes to implement improvements.
7. Contractor shall advise CDS of any telephone problem and of any necessary corrections to the functionality or technical aspects of the telephone system within two hours of the problem detection. In the event that there is telephone failure for an unreasonable length of time, determined by CDS, contractor may be determined to be noncompliant which may result in a decrease in payment during a specified invoice period.
8. Contractor will be required to develop reports related to call volume within each of CDS' Regional Cancer Detection Partnerships' geographic region. The frequency and manner in which the report will be developed will be determined by CDS.
9. Contractor is required to collect data, in a manner prescribed by CDS, including but not limited to: number of calls, callers, referrals, and follow-up calls; pre-qualified eligibility data; age, ethnicity and several additional demographic variables; and updated provider and complaint data. Please see **Appendix I** for a sample of fields and a description of sample data collected.
10. Contractor must hire appropriate levels of staff with sufficient training and expertise to fulfill the Scope of Work objectives and activities described in this RFA. This includes experienced technical support staff to manage and maintain software and data collection, including the ability to make data, script and other adjustments, designated by CDS, in a timely and realistic manner.
11. The Applicant selected for funding will be required to enter into a contract with California DHS for the period from July 1, 2005 – June 30, 2010. The contract may be extended yearly through June 30, 2010.
12. Contractor may be required to expand information and referral services to include cervical cancer. Additional money would be allocated for this expansion.
13. Contractor must have the capability to follow-up, within a 2-week time period, with callers that have been determined to be pre-qualified to received a free breast screening exam by a provider. Contractor must make every effort, within reason (2

- call attempts per follow-up), to contact the caller and obtain additional information regarding appointment and screening status, and satisfaction with Consumer 800 Number service.
14. Contractor must be prepared to answer calls in English, Spanish, Mandarin, Vietnamese, Korean and Cantonese. Additionally, the Contractor shall accommodate deaf, hard of hearing, and speech-impaired callers, using the appropriate scripts, protocols, the California Relay Service and speech-to-speech services. If an outside vendor is required for language interpreter services, the Contractor will be required to accept competitive bids and present to CDS for final approval.
 15. Contractor must comply with all requirements of the Health Insurance Portability and Accountability Act (HIPAA) of 1996 as described in Exhibit F.
 16. Contractor will not be reimbursed for overtime. Overtime is defined as any time worked in excess of full-time equivalency reimbursed with DHS/CDS funds.
 17. If necessary, the Contractor must allow adequate staff time, expertise and travel in order to provide take-over functions of the existing Contractor. The Applicant must submit a finalized take-over plan to CDS for approval within 30 days after receiving the award letter from CDS.
 18. All scripts, protocols and additional materials developed for this Contract shall be reviewed and finalized, within a specified timeframe, by CDS.
 19. Contractor is expected to provide ongoing training to appropriate and identified staff, related to the functions, procedures, materials and protocols, approved by CDS.
 20. The Contractor will be required to receive, update, and maintain information on current CDS Primary Care Providers.
 21. The Contractor will be responsible for updating and maintaining a CDS Primary Care Provider Database. The process and frequency for updating this database will be determined by CDS.
 22. The Contractor must maintain books, payroll records, documents and ledgers following accepted accounting procedures and practices that properly reflect all direct and indirect expenses related to this RFA award. The records shall be kept and made available to the State throughout the contract term for three (3) years after the date of the final contract award payment.
 23. At the completion of each fiscal year, the Contractor must obtain a single organization-wide financial and compliance audit. The audit shall be conducted according to General Accepted Auditing Standards. The cost of the audits may be included in the funding for this contract up to the proportionate amount that this contract represents of the Contractor's total revenue.
 24. The Contractor shall be available in person or by telephone to participate in regular standing meetings, determined by CDS. Additionally, formal and/or informal site visits shall be conducted at the discretion of CDS. The Contractor will be notified within a reasonable amount of time prior to the visit occurring.

B. Scope of Work

It is anticipated that this service will continue statewide coverage of the Consumer 800 Number, 1-800-511-2300, through June 30, 2010.

1. Development and implementation of the Consumer 800 Number service.

Uninterrupted Phone Service

Contractor will perform any take-over activities required to transition from current Contractor to newly awarded Contractor (if necessary). This will ensure uninterrupted service of the Consumer 800 Number upon contract start and end-dates.

2. Staffing and Operations

- a. Provide sufficient staffing and equipment to answer approximately 600 to 2,500 calls per month. Operators must be available, at a minimum, from 9:00 a.m. to 7:00 p.m., Monday through Friday, excluding federal or state holidays. Expansion of weekday hours and inclusion of weekend hours are encouraged.
- b. The Consumer 800 Number service must be available during the hours noted above in English, Spanish, Vietnamese, Mandarin, Cantonese and Korean.

3. Document calls

- a. After obtaining informed consent from callers, contractor will collect information including: name and address, income, insurance status, language, ethnicity, age, type of caller (i.e., self, relative, friend, etc.), and information on how callers learned of the services.
- b. Contractor will document information given to the caller such as referrals, etc. (*CDP:EWC* identification numbers). Changes to the information collected may be made if mutually agreed upon by CDS and contractor.
- c. All parties will comply with confidentiality procedures provided in writing by CDS and in compliance with applicable state and federal law and regulation. These procedures will ensure that names and other personal identification are protected from unauthorized use or any use that could injure the individual.
- d. Contractor will enter information from callers into an electronic database.
- e. Contractor will report all information collected from callers to CDS electronically and on a frequency determined by CDS.
- f. Contractor will compile and maintain caller information collected and share this with CDS monthly.
- g. Contractor will implement and maintain a system, determined by CDS, for addressing consumer complaints.
- h. Contractor will prepare call information on an as needed basis, determined by CDS, during heightened media campaign promotional periods. Report format will be determined by CDS.

4. Determine Eligibility

Contractor will screen callers to determine their pre-eligibility based on the guidelines established by CDS.

- a. Contractor will determine pre-qualification for eligibility by asking the caller's age, household size, total household income, and insurance status. If the caller is pre-qualified for eligibility, contractor will collect additional information as specified by CDS.

- b. Contractor will generate a client application from information collected.
- c. Contractor will mail a hard copy of the application information to the caller within two business days of the call.
- d. Contractor will transmit the caller information, including the application information, to CDS monthly in a format and manner specified by CDS.
- e. Contractor will generate a personal identification number for women who meet pre-qualified eligibility requirements, based on an algorithm to be supplied by CDS.
- f. Contractor is required to follow up with callers no more than two weeks after initial referral to learn whether the client has made an appointment or received screening services and is required to document the status of these calls.

5. Develop and maintain a Primary Care Provider referral database

- a. Contractor will maintain the Primary Care Provider referral database and provide updates on a frequency and in a format determined by CDS.
- b. The database will include information on approximately 1,300 qualified CDS Primary Care Providers.
- c. Contractor is required to implement the standards for privacy, security, and electronics signatures, described in the Administrative Simplification (AS) provisions of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Please refer to Exhibit F or visit the federal Department of Health and Human Services webpage: <http://aspe.hhs.gov/admsimp/> maintained by the federal Department of Health and Human Services.

6. Referrals

Women who appear to meet eligibility requirements will be referred to at least three *CDP:EWC* providers. CDS will provide guidelines on this referral process. Each phone referral will be followed up with a mailing, including a cover letter (on *CDP:EWC* letterhead), the names of providers given as referrals, application form, other related *CDP:EWC* material identified by CDS.

7. Protocols and Training

- a. Any modifications made to the script, at any time, must be approved by CDS.
- b. The contractor shall provide initial and ongoing training to call operators on customer service techniques and methods, scripts and protocols.
- c. Contractor is required to disseminate training information to all staff within 24 hours and ensure staff is completely aware of changes to script and/or protocol within 24 hours.

8. Quality Assurance

Contractor will provide quality assurance by reviewing at least 10 percent of all call records and by monitoring no less than six hours per month of all incoming calls, hold times, and hang up calls.

9. Equipment

Contractor will provide telephone equipment and systems needed to accommodate the Consumer 800 Number callers.

- a. Appropriate recorded messages will be available to callers on "hold" and if calling during telephone service closure, to call back during regular business hours (9:00 a.m. – 7:00 p.m.).
- b. Phone equipment and system will enable calls to be handled in a sequential manner.
- c. Supervisors will have equipment that, in addition to the capabilities above, will enable them to monitor calls.
- d. System must have the ability to receive callers, through a pre-determined (by CDS) number prompt, English, Spanish, Vietnamese, Mandarin, Korean and Cantonese.
- e. Software utilized by the Contractor, to collect data from the 800#, must have sufficient compatibility to respond to specified data requests by CDS.
- f. Equipment must have the capacity to develop and submit data and reports electronically to CDS.

C. Materials and Marketing Campaign

1. The CDS staff will coordinate the promotion of the Consumer 800 Number both statewide and through the Regional Cancer Detection Partnerships' geographical areas. To this end, contractor should anticipate and respond to changes in call volume and types of caller requests. CDS will provide contractor with ad copy (print and other media) and the schedules and locations of advertising and promotions at least one week prior to promotion when possible.
2. The contractor will have capacity to rapidly increase call capacity in the event of unanticipated calls due to media events or news stories.

D. Reporting

1. The Contractor will be responsible for submitting reports, specified by CDS, including but not limited to:
 - a. Narrative summary of activities, including number of calls, number of referrals, demographics of callers, where callers heard about the Consumer 800#, and other items mutually agreed upon for each month.
 - b. Daily, weekly and/or monthly breakdown of call volume data.
 - c. Description of data, by variables, collected from each caller.
 - d. Follow-up call reports.
 - e. Updating and maintaining Provider database.
 - f. Customer satisfaction and problem resolution.
2. Upon request, contractor will provide CDS with a daily breakdown of call volume data (**see Appendix IV for sample**).

IV. APPLICATION REQUIREMENTS AND INSTRUCTIONS

This section specifies the order and content of each application. Assemble the materials in each application set in the following order:

A. Application Cover Page

A person authorized to bind the Applicant must sign the Application Cover Page (**Attachment 1**). If the Applicant is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the Application Cover Page.

B. Table of Contents

Properly identify each section and the contents therein. Paginate all items in each section with the exception of those items placed in the Forms Section and Appendix Section.

C. Executive Summary (2 page maximum)

Briefly summarize the applicants overall ability to meet the application's requirements.

D. Eligibility, Experience, and Demonstrated Results (10 page maximum)

1. Eligibility

The Applicant will provide a narrative description in response to the Expectations of Administrative and Service Capability requirements, described in Section III.A of this RFA.

2. Experience and Demonstrated Results

The Applicant will provide a narrative description of their background in providing services similar to those requested in this RFA, especially those related to health services. The narrative shall include:

- a. A description of identified staff, funds, and other resources that were allocated for the services, as well as equipment and databases necessary to complete required activities. This description will include: 1) the length of time the services were provided, 2) the results and successes, 3) and any challenges or barriers that were overcome in conducting these services.
- b. A description of examples of demonstrated experience in working with community organizations, volunteer agencies, and grassroots organizations or constituency groups.
- c. A description of examples of demonstrated experience in working with the target populations as specified in the Target Audiences section (Section I) of this RFA. The Applicant will include experience in working with hearing impaired callers and the additional required languages described in Section I.C.
- d. A description of related experience(s), if appropriate, in providing take-over functions during a transition from a previous service contractor to the Applicant's. Please explain any challenges and barriers that were experienced and how they were overcome.
- e. A description of related creative and innovative approaches that have contributed to the Applicant's previous successes.

3. Operation System, Data Collection and Reporting Capabilities

In relation to the contractor's ability to successfully operate the Consumer 800 Number, and collect and report data to CDS, the Applicant will describe, in narrative form:

- a. Experience in developing, collecting and reporting call volume data. The narrative will include any challenges and barriers the Applicant had to overcome during any part of data development process (e.g. software compatibility). The Applicant should provide 1-3 samples of existing call volume data reports that have been developed (**Submit in Appendices Section of your application**).
- b. The Applicant will describe the software and equipment identified to accommodate the Consumer 800 Number callers, in order to collect specified data.
- c. The Applicant's ability to accommodate CDS data requests specified in a format specifically for CDS.
- d. How the Applicant intends to:
 - 1) Manage calls on "hold"
 - 2) Answer calls in a sequential manner
 - 3) Monitor calls by supervisor
 - 4) Handle calls in languages other than those we support (English, Spanish, Vietnamese, Mandarin, Cantonese and Korean).
 - 5) Handle unforeseen uninterrupted service in case of equipment malfunctions that will be more than two (2) hours in length.
- e. Applicant will describe staff person(s) identified to oversee technological activities, on a consistent and timely basis, described in this RFA.
- f. Applicant will describe how they would propose to expand the Consumer 800 Number, if funds became available, in order to accommodate callers during non-working hours (e.g. voice message system).
- g. Applicant will describe how they would propose to expand the Consumer 800 Number to accommodate callers requesting information and referral on cervical cancer screening.

E. Scope of Work

The Applicant will be responsible for, but not limited to, the Scope of Work components and deliverables as specified in the Scope of Work section (**Section IX**) in this RFA. The Applicant will specify what they propose to do for the amount specified in the Scope of Funding section of this RFA (Section VI). **Use the Scope of Work format (Exhibit G is a sample) to prepare your Scope of Work** for the period covering July 1, 2005 through June 30, 2010.

NOTE: Your Scope of Work must be inclusive of all requirements contained in Section IX, SCOPE OF WORK, of this RFA, as well as identify the following specifics:

1. Applicant name
2. Measurable outcome objectives
3. Activities, time line, and staff responsible for major activities

4. Process and outcome evaluation measures

F. Budget Section

1. Basic content

- a. Budget forms (**Exhibits H, I, and J**) for each budget period.
- b. Required budget justification and documentation described later in this section.

2. General Instructions

- a. All Budget forms must be typewritten. Errors, if any, should be crossed out and corrections should be printed in ink or typewritten adjacent to the error. The person authorized to take action on behalf of the Applicant should initial all corrections preferably in blue ink.
- b. When completing the Budget forms, project all estimated costs to perform the services for each fiscal year of the entire term, including applicable annual rate adjustments attributable to merit increases or cost of living adjustments, etc.
- c. An 8-Line Item Budget, Additional Budget Detail and a Budget Justification must be completed for each of the five fiscal years.

3. Prohibited Expenses

The following expense categories or types are disallowed for this project:

- a. Bonuses/Commissions: Reimbursement for any bonus or commission to any individual, organization, or firm.
- b. Lobbying: Reimbursement is not allowed for lobbying activities.
- c. Fundraising: Reimbursement is prohibited for organized fund raising, including financial campaigns, endowment drives, solicitation of gifts and bequests, or similar expenses incurred solely to raise capital or obtain contributions.
- d. Purchase of Real Property: Reimbursement of expenses for real property, including land, structures, and their attachments are disallowed.
- e. Interest: Reimbursement of interest payments is not allowed.
- f. Lease-Purchase Options: Reimbursement for a lease-purchase option for the acquisition of any equipment is prohibited.
- g. Food: Reimbursement for food is not allowed.

4. Required 8-Line Item Budget

- a. Use the Sample 8-Line Item Budget (Exhibit H) to prepare a separate budget for each of the five fiscal years. The five budgets will be:
 - Year 1 July 1, 2005 through June 30, 2006
 - Year 2 July 1, 2006 through June 30, 2007
 - Year 3 July 1, 2007 through June 30, 2008
 - Year 4 July 1, 2008 through June 30, 2009
 - Year 5 July 1, 2009 through June 30, 2010
- b. If a total of \$50,000 or more is allocated to pay for subcontract/consultant agreements, then these costs must be itemized on the 8 Line-Item Budget under the Subcontracts line item. If subcontract/consultant agreements total less than

\$50,000 they do not need to be itemized on the 8 Line-Item Budget. Please see Exhibit H.

5. Required Additional Detail Budget

- a. Use the Sample Additional Detail Budget (Exhibit I) to prepare a separate budget for each of the five fiscal years.
- b. Provide specific cost breakdowns for the budget line items identified in this section.
- c. All unit rates/costs, if any (i.e., square footage, salary rates/ranges, hourly rates, etc.), must be multiplied out and totaled for each budget period.
- d. Please report costs using whole dollars only. Round fractional dollar amounts or cents to the nearest whole dollar amount.
- e. When completing the Budget forms, you may create like images or computerized reproductions of the Budget forms included in this RFA. Use as many pages as are necessary to display your budgeted cost. The Budget forms included in this RFA are not intended to dictate the specific costs that can be claimed for reimbursement, but are intended to show the required format for reporting proposed budget expenses.
- f. Identify your projected detailed expenses for each line item identified below by following the instructions herein.

g. Personnel costs

- 1) Identify each funded position title or classification.
- 2) Indicate the number of personnel in each position/classification.
- 3) Indicate the full time equivalent (FTE) or annual percentage of time/effort for each position (i.e., full time = 1.0, 1/2 time = .50, 3/4 time = .75, 1/4 time = .25, number of hours, if hourly, etc.).
- 4) Identify the monthly salary rate or range for each position/classification. Include paid leave benefits such as sick leave, vacation, annual leave, holiday pay, shift differentials, etc. in the salary rates or ranges. Remember to include anticipated merit and cost of living adjustments.
- 5) Project an annual total for each position/classification.
- 6) If applicable, enter \$0 if no personnel costs will be incurred.
- 7) Enter the grand total for salary/wage expenses.

h. Fringe Benefits

Include fringe benefit expenses including, but not limited to, employer paid social security, worker's compensation insurance; unemployment insurance, health, dental, vision and/or life insurance; disability insurance; pension plan/retirement benefits; etc.

- 1) Display fringe benefit costs either as a percentage rate of total personnel costs or as a total cost if some positions are not benefited or the rate varies from position to position. If a percentage rate is used, identify the applicable rate.

i. Operating Expenses

Identify all direct project costs. Direct project costs may include but are not limited to the following expense items:

- 1) Facility rental (i.e., office space, storage facilities, etc.). Include the amount of square footage and the rate per square foot.
- 2) Consumable office supplies.
- 3) Minor equipment purchases (i.e., items with a unit cost of less than \$5,000 and a useful life of one year or more).
- 4) Telecommunications (i.e., telephone or cellular telephones, fax, Internet service provider fees, etc.).
- 5) Reproduction/printing/duplication.
- 6) Postage or messenger/delivery service costs.
- 7) Equipment/furniture rental/lease and maintenance.
- 8) Software (including license fees, upgrade/maintenance fees, etc.).
- 9) If applicable, enter \$0 if no operating expenses will be incurred.

NOTE: Do not consolidate the other distinct line items into the Operating Expenses line item including Equipment, Travel, Subcontractor Costs, or Other Costs, as these costs must be reported separately.

j. Equipment Expenses

- 1) DHS will reimburse major equipment purchases under the resulting agreement, subject to CDS approval.
- a) DHS primarily classifies equipment as Major Equipment, Minor Equipment and Miscellaneous Property. Major Equipment is defined as a tangible or intangible item with a base unit cost of \$5,000 or more and a life expectancy of one year or more that is purchased or reimbursed with agreement funds. Major equipment is budgeted in this expense line item. Minor Equipment is defined as a tangible item with a base unit cost of less than \$5,000 and a life expectancy of one year or more and is on DHS' Minor Equipment List and that is purchased or reimbursed with agreement funds. Minor equipment is budgeted as an operating expense.
- b) List each major equipment item you intend to purchase. Include the number of units and anticipated unit cost. Extend each unit cost to display applicable subtotals and show a total equipment cost.
- c) Contractors may use their own purchasing system to obtain major equipment up to an annual limit of \$50,000. DHS must arrange all equipment purchases above this limit. Unlimited purchase delegations exist for California State colleges, public universities, and other governmental entities.
- d) If applicable, enter \$0 if no major equipment expenses will be incurred.

k. Subcontract Expenses

- 1) Specify a total cost for all subcontracted services (including those performed by independent consultants). Subcontractors include any persons/firms performing contract services that are not on the Applicant's payroll.

- 2) Regardless of funding amounts, all subcontract/consultant agreements need to be itemized on the Additional Budget Detail under the Subcontracts line item.
- 3) If applicable, enter \$0 if no subcontract expenses will be incurred.

I. Travel Expenses

- 1) Indicate the total cost for travel and per diem. Include costs for expenses such as airfare, mileage reimbursement, parking, toll bridge fees, taxicab fares, overnight lodging and meal expenses, etc.
- 2) If applicable, enter \$0 if no travel expenses will be incurred.

m. Other Costs

- 1) Indicate here those direct project expenses that do not clearly fit into the other budget line items. Such costs may include, but are not limited to training/conference registration fees, publication production costs, costs for educational material development or other items unique to performance.
- 2) If any service, product or deliverable will be provided on a fixed price or lump- sum basis, name the items and/or deliverable and indicate "fixed price" or "lump-sum" next to the item along with the price or fee.
- 3) If applicable, enter \$0.

n. Indirect Costs

- 1) Express your indirect costs as a percentage rate.

Applicants must contain indirect costs at a rate no greater than 12% of total direct costs. With regard to each subcontract, the 12% administrative overhead is limited to the first \$25,000 of each subcontract. DHS will deem an application non-responsive if an Applicant offers an indirect cost rate that exceeds this limit.

Note: Do not consolidate Indirect Costs into other line items. Indirect Costs must be reported separately under the Indirect Costs line item.

o. Total Costs

Enter a total annual cost for the stated fiscal year or budget period. Make sure all itemized costs equal this figure when added together.

6. Required Budget Justification

Use the format given in the Sample Budget Justification (Exhibit J) to prepare a separate Budget Justification for each of the five fiscal years. The Budget Justification will provide back-up information including numerical calculations for the amounts requested in your applications Additional Budget Details.

Include the following narrative information to explain the reasonableness and/or necessity of the proposed budgeted costs appearing on the Budget Attachments.

- a. Discuss how the number of project-funded staff, their proposed duties and time commitments are sufficient to achieve the proposed services and activities.
- b. Include wage and/or salary justifications, including but not limited to:
 - 1) How salary rates or ranges were determined.

Note: The salaries paid to contract personnel shall not exceed rates paid to State civil service personnel performing comparable work. DHS reserves the right to limit salary reimbursement to levels that are comparable to those of civil service employees. Please see Appendix V for a list of comparable State classifications and monthly salary ranges.

- 2) Explain any cost of living, merit or other salary adjustments that are included in the personnel line item. Explain how the amount of each adjustment was determined and explain the frequency or interval at which the adjustment is to be granted. **This only applies if you included merit increases, cost of living, or other salary adjustments in the personnel expense line item.**

Note: The merit and cost of living adjustment paid to contract personnel shall not exceed rates paid to State civil service personnel performing comparable work. DHS reserves the right to limit reimbursement of merit and cost of living adjustments to levels that are comparable to those of civil service employees.

- 3) If applicable, explain why your personnel wage/salary rates exceed those of State civil service employees performing comparable work.
- 4) Identify and/or explain the expenses that make up fringe benefit costs. Typical fringe benefit costs can include employer paid social security, worker's compensation insurance; unemployment insurance, health, dental, vision and/or life insurance; pension plan/retirement benefits; etc.
- 5) If applicable, identify any positions that do not earn fringe benefits and/or that receive different benefit levels.

c. Major equipment costs and explanation of purchasing system.

- 1) For each major equipment item listed in an annual Budget Attachment, explain why the equipment item is needed and how it will be used to carry out the work. If applicable, explain why a lease is not preferable to a purchase.
- 2) Describe briefly, your firm's purchasing system including how you will ensure that prices are competitive and how you will insure that purchases are carried out responsibly.

d. Subcontractor/independent consultant use and fees/rates and costs. This requirement only applies if subcontractor (including independent consultant) costs are budgeted.

- 1) Discuss the necessity of using each subcontractor and/or independent consultant. Explain what contributions their services and expertise will add to this project.
- 2) Provide a justification for the fees/wages budgeted for known/pre-identified subcontractors (including independent consultants). Include information, such as, but not limited to, the subcontractor's or consultant's current pay rate, past wage/salary/fee history, standard industry rates paid for comparable/similar services. If applicable, explain other factors you used to determine the proposed pay levels such as notoriety in a specific field, possession of expert credentials, etc. that explain the reasonableness of the proposed costs/fees or wage rates.

- 3) For unknown/unidentified subcontractors (including consultants), explain how you determined the amount to budget for each proposed subcontracted activity or function.
- e. Travel expense justification/explanation.
 - 1) If you propose travel expenses equal to \$50,000 or more in any budget period, itemize all major travel and per diem expenses. At a minimum, include an estimated number of trips, to and from destinations, length of travel per trip (i.e., number of days and nights), number of travelers and mode of transportation.

Note: Travel reimbursement rates generally may not exceed the current rates paid to nonrepresented State employees.

 - 2) Expenses exceeding current State rates must be explained and justified and are subject to prior DHS approval. Please see Exhibit E for the State employee travel reimbursement rates.
 - 3) State employees receive discounted lodging rates in many areas. In justifying per diem costs, indicate if you do not have access to discounted rates.
 - 4) If travel expenses are less than \$50,000 in any budget period, briefly explain how you estimated your proposed travel costs.
- f. Other costs explanation
 - 1) Itemize each expense item making up the "Other Costs" line item.
 - 2) Explain why each expense item is necessary. Also, explain how you determined the amount of each expense.
 - 3) If you offered any services or deliverables on a fixed price or lump sum or fixed-price basis, explain how you determined the price or cost.
- g. Include, at your option, any other information that will assist DHS to understand how you determined your costs and why you believe your costs are reasonable, justified and/or competitive. Unless discussed elsewhere within this section, explain any unusually high or disproportionate cost elements appearing in any budget line item.

G. Required Appendices

Place the following documentation in the Appendix section of your application in the order shown below.

Proof of Corporate status

If the Applicant is a Corporation, submit a copy of your organization's most current Certificate of Status issued by State of California, Office of the Secretary of State or submit a downloaded copy of your firm's on-line status information from the California Business Portal website. Submit an explanation if you cannot submit this documentation. Unless otherwise specified, do not submit copies of your organization's Bylaws or Articles of Incorporation.

Proof of Nonprofit status

If the Applicant is a Nonprofit organization, you must prove you are legally eligible to claim "nonprofit" and/or tax-exempt status by submitting a copy of an IRS determination

letter indicating nonprofit or 501 (3)(c) tax-exempt status. Submit an explanation if you cannot supply this documentation.

An organization chart

The organization chart must show the distinct lines of authority between and among the divisions that will perform the project work and the primary reporting relationships within your organization. Show the relationships between management, key decision makers, supervisory personnel and subcontractors and/or independent consultants, if any.

Financial statements

Submit copies of independently audited financial statements for the past two years or most recent twenty-four (24) month period.

- a. Annual income statement(s), and
- b. Quarterly **or** annual balance sheets

Audited statements are required. All noted audit exceptions must be fully explained. DHS will only accept financial statements that have been reviewed by a professional certified auditing firm.

Letters of Support

Obtain and include three (3) Letters of Support. Each Letter of Support should be produced on agency letterhead, include an address, telephone number, fax number, contact person, name and title of letter's author, and should address the following:

5. Description of the capacity in which the supporting organization will work with the Applicant.
6. Description of the nature or scope of support promised and the commitment of providing that support.
7. If applicable, describe the length and nature of previous collaborations with the Applicant.
8. For new collaborations, if applicable, explain how you will develop and maintain an effective partner relationship.
9. Brief description of past collaborative efforts between the Applicant and supporting organization.

Conflict of Interest Compliance Certificate

Any organization that intends to submit an application is required to submit **Attachment 8** certifying that the applying organization:

Is not currently involved with or connected to the tobacco or alcohol industry in either a contracting or decision making capacity and/or engaging in the exchange of information. In the event that an Applicant has a relationship with the tobacco or alcohol industry, the Applicant must provide a written statement to DHS that describes the relationship it has with the industry in question and its plan for protecting DHS from any appearance of conflict or negative impact on DHS' image or reputation, and

- 1) Understands that the conflict of interest requirements shall remain in effect for the entire term of the resulting agreement.

- 2) If a conflict of interest is determined to exist that cannot be resolved to the satisfaction of DHS, before the award of the contract, the conflict will be grounds for deeming an application nonresponsive.
- 3) Applicants must assess their own situation according to the Conflict of Interest Compliance Certification information in **Attachment 8**. Complete, sign and attach any required documentation according to the instructions on the attachment. **Place Attachment 8 and any accompanying documentation in the Appendix Section of your application.**

Call Volume Data Report Samples

As described in this RFA, Section IV.E, "Operation System, Data Collection and Reporting Capabilities," provide 1-3 samples of existing call volume data reports that the Applicant has developed.

H. Forms Section

Complete, sign and include the forms/attachments listed below. When completing the attachments, follow the instructions in this section and any instructions appearing on the cited attachment. After completing and signing the applicable attachments, assemble them in the order shown below. Remember to place all originals in the application package marked "Original" and photocopies in other required application sets.

Attachment and/or Documentation	Instructions
Application Checklist (Attachment 2)	<p>1) Check each item with “Yes” or “N/A”, as applicable, and sign the form. If necessary, explain your responses.</p> <p>2) If an Applicant marks “Yes” or “N/A” and makes any notation on the checklist and/or attaches an explanation to the checklist to clarify their choice, DHS considers this a “qualified response”. Any “qualified response”, determined by DHS to be unsatisfactory or insufficient to meet a requirement, may cause an application to be deemed nonresponsive or ineligible for funding.</p>
Business Information Sheet (Attachment 3)	Completion of the form is self-explanatory.
CCC 304 - Certification (Attachment 4)	<p>Complete and sign this form indicating your willingness and ability to comply with the Contractor Certification Clauses appearing in this Attachment. The attachment supplied in this bid represents only a portion of the contractor information in this document. Visit this web site to view the entire document:</p> <p>http://www.ols.dgs.ca.gov/Standard+Language/default.htm.</p>
Payee Data Record (Attachment 5)	Complete and return this form, <u>only</u> if you have not previously entered into a contract with DHS. If uncertain, complete and return the form.
RFA Clause Certification (Attachment 6)	Complete and sign this form indicating your willingness and ability to comply with the certification clauses appearing in the RFA section entitled, “Federal Certification Clauses”.

REQUIRED ATTACHMENTS

<u>Exhibit #</u>	<u>Exhibit Name</u>
Exhibit A	<u>Exhibit B- Budget Detail and Payment Provisions</u>
Exhibit B – View on- line.	General Terms and Conditions (GTC 304). View or download this exhibit at this Internet site: <u>http://www.documents.dgs.ca.gov/ols/GTC-304.doc</u>
Exhibit C	<u>Contractor's Release</u>
Exhibit D(S)	<u>Special Terms and Conditions</u>
Exhibit E	<u>Travel Reimbursement Information</u>
Exhibit F	<u>Health Insurance Portability and Accountability Act Business Associate Addendum</u>
Exhibit G	<u>Sample Scope of Work</u>
Exhibit H	<u>Sample 8-Line Item Budget</u>
Exhibit I	<u>Sample Additional Detail Budget</u>
Exhibit J	<u>Sample Budget Justification</u>